



Bob Bredel

The 2026 San Carlos Real Estate Report

A Behind-The-Scenes Look at San Carlos Real Estate



BOB BREDEL REAL ESTATE



Hello San Carlos,

A very Happy New Year to all of you and thank you for taking the time to read my 5th Annual San Carlos Real Estate Report. I hope that you will find this to be a uniquely insightful look at our dynamic real estate market.

The articles contained in this report are solely my writings, based on my experience in San Carlos Real Estate. I am fortunate enough to be the #1 Listing Agent for San Carlos properties from 2006-2026, as well as the #1 Agent for Gross Sales Volume for San Carlos for 2006-2026, so rest assured that the information being discussed in this report is coming straight from the top of the San Carlos real estate market with many years of experience behind it.

Aside from finding these articles informative, I hope that you will find them balanced and written with an unbiased point of view. Sometimes, when agents such as myself issue reports or articles on the market, they can be viewed with a certain amount of skepticism, which I understand. Those who have followed me for the last 20+ years in San Carlos know that I go out of my way to be as accurate and as direct as possible. If the analysis on the San Carlos market is positive, I will reflect that notion in my articles. If the news is more difficult, I have no issue highlighting those challenges as well.

I have been a resident of San Carlos for 37 years and live in San Carlos with my wife, Lori. We raised our two daughters in San Carlos. Our oldest, Olivia, now lives and works in Manhattan and our youngest, Lexi, started her sophomore year at college in San Diego. We have found San Carlos to be a very special place for our family and I am sure that it has been the same for you and your family.

Thank you again for taking the time to read my report.

Sincerely,

A handwritten signature in black ink that reads "Bob Breidel". The signature is written in a cursive, flowing style.

Bob Breidel



\$830 Million in San Carlos Home Sales

BOB BREDEL RANKS #1 FROM 2006-2026

In the four most common categories that are used to measure an agent's success in a particular market:

- #1 Most San Carlos Transactions
- #1 Total Sales Volume
- #1 Most San Carlos Listings Sold
- #1 Most San Carlos Buyer Transactions

GET TO KNOW BOB BREDEL

- Founder, sole contributor to the longest running San Carlos real estate website, the San Carlos Blog (2007)
- Retained as an expert witness at trial to testify on San Carlos property values
- Licensed California Attorney CBN 208771
- Founder, sponsor of San Carlos Treasure Hunters, which has served over 2,000 San Carlos youths and their families (2006-2019)
- Diamond Sponsor of the San Carlos Education Foundation 2008-2024
- One Life Counseling Center Business Partner of the Year 2022
- Former San Carlos Parks and Recreation Commissioner
- Former San Carlos United Soccer Club President
- San Carlos Little League Coach
- San Carlos AYSO Coach
- San Carlos Pony Baseball Coach

The City of Good Living in 2026

A Look Back at 30 Years of Unimaginable Change

This is the story of the numbers and, more importantly, the story behind the numbers that forever transformed the City of Good Living.

A young couple closed on their first home in San Carlos in 1996 for \$385,000. They took out a 30-year mortgage on the property and will make their final payment in January of 2026. Now, imagine telling that same couple in 1996 that on the day their mortgage is paid off in 2026, their home will be worth seven times what they paid for it, nearly \$3,000,000. Just how insane is this notion? It would be the same as telling your average home buyer in San Carlos today that in 30 years their home will be worth \$20,000,000. Seem impossible? It wasn't then and if history is any indication, it could happen again.

THE LAST 30 YEARS OF RESIDENTIAL REAL ESTATE GROWTH APPEAR IN 4 DISTINCT TIME PERIODS

PERIOD

1 The Right Place at the Right Time

The explosion of San Carlos property values and sustained 30-year rise is linked to three key events all converging at the same time in the late 1990s, which saw San Carlos property values rise 60% by the year 2000.

SILICON VALLEY'S RISE TO PROMINENCE

The Peninsula and South Bay combined the power of local venture capital with the ingenuity and entrepreneurship of some of the best and

brightest minds of our lifetime. The result is complete and total dominance as the Valley cements its claim as the undisputed tech capital of the world.

In 1996, Bill Clinton was just starting his second term. The United States was safely out of the early 90s recession and more importantly for San Carlos, Netscape had just launched what is widely considered to be the first, large Silicon Valley IPO. The stage was set for a massive hiring bonanza as the dot-com surge was underway. By the late 90's Yahoo, E-Trade, Amazon, eBay and countless others were all slated for their IPOs. For the first time, San Carlos started to feel the pressure of an increased buyer pool, due solely to new tech hires. The Peninsula was, and remains today, the preferred place to live in the Bay Area for those involved in technology. As you can see from the chart on the following page, 1998 and 1999 combined had 838 sales of single-family residences. Compare that to a combined 432 sales for all of 2024 and 2025. Additionally, as you will see from the chart, prices on a single-family residence in San Carlos rose by 36% between 1998-2000.

CALIFORNIA'S INTRODUCTION OF THE ACADEMIC PERFORMANCE INDEX (API)

For the first time ever in California, hard data is released on public schools allowing for transparency and objective scoring of public schools.

In 1999, California introduced the Academic Performance Index which was the first time that widely available rankings and metrics



were synthesized into several categories that measured every school's performance against all other schools. Schools were given an overall index score between 200-1000 and then a school ranking of 1-10, with 1000 and 10 being the highest possible scores to achieve. It was the first time that the public could objectively view the performance of a prospective school. As you may have already guessed, when the curtain was pulled back in 1999 and the APIs were released, San Carlos elementary schools scored high across the board.

The assigned public schools always play a material role in property values. However, when the buying public is made up primarily of highly educated tech employees who place a premium on public education, the demand goes up exponentially. San Carlos had the high performing schools and was in the right place at the right time.

DOWNTOWN SAN CARLOS MEETS THE MOMENT

Under the steady hand of a very thoughtful City Council and Planning Commission, San Carlos avoided the pitfalls of growing too fast

and stayed focused on keeping the hometown character of downtown San Carlos, and transformed itself into a revitalized downtown and destination for not only those that live here, but for those from surrounding towns as well.

Prior to the 1990s, you could shoot off a cannon downtown on a Friday evening after 5:00 pm and not a soul would hear it. By the mid 1990s, sleepy San Carlos was slowly making the transformation to the town we know today.

Substantial changes to the area surrounding downtown were the first to turn. Newer multi-family buildings were constructed nearby. The new San Carlos Library and Youth Center were both built in 1999. A Tavola restaurant, which would later become Town, headlined on Laurel Street. More and more merchants and restaurants were willing to gamble on Laurel Street. The demographics of San Carlos were changing as well. For the first time in many years the town was getting younger. Anchored by an influx of new tech workers and their young families, the demand for a livelier downtown was obvious. By 2005, downtown San Carlos would be completely transformed.

Year	Number of Homes Sold	Average Sales Price	% Price Differential From Previous Year
2025	239	\$2,732,445	12.19%
2024	216	\$2,435,360	3.36%
2023	239	\$2,356,110	-8.50%
2022	234	\$2,574,526	9.95%
2021	368	\$2,341,453	10.96%
2020	306	\$2,110,012	3.55%
2019	285	\$2,037,478	7.01%
2018	298	\$1,903,960	7.65%
2017	287	\$1,768,575	4.66%
2016	277	\$1,689,782	12.40%
2015	246	\$1,502,979	12.37%
2014	296	\$1,337,494	14.43%
2013	314	\$1,168,782	10.93%
2012	332	\$1,053,588	8.52%
2011	283	\$970,846	1.18%
2010	259	\$959,457	1.64%
2009	243	\$943,930	-12.70%
2008	288	\$1,080,985	-3.30%
2007	316	\$1,117,486	3.84%
2006	313	\$1,076,126	6.33%
2005	359	\$1,012,046	15.86%
2004	422	\$873,481	15.13%
2003	430	\$758,652	2.70%
2002	389	\$738,705	6.17%
2001	335	\$695,769	-3.10%
2000	390	\$717,360	23.64%
1999	468	\$580,198	12.75%
1998	370	\$514,586	4.63%
1997	368	\$491,771	9.43%
1996	312	\$449,384	4.22%

PERIOD

2

The Early 2000s: Between 2001-2007 San Carlos Property Values Rise another 60%

After briefly clearing a very minor dot-com bust in the San Carlos housing market, property values were once again shot into the stratosphere, rising nearly 60% in value from 2001-2007. Interest rates remained reasonable, San Carlos schools continued to build on their already stellar reputation, downtown San Carlos began to resemble the same downtown we know today and Silicon Valley began its next round of massive IPOs, including Google, Netflix and Salesforce.

This additional 60% surge was aided by the sale of 852 single-family residences between 2003 and 2004, which is an MLS (Multiple Listing Services) record. Property values in San Carlos went up 116% in just ten years, from 1997-2007.

PERIOD

3

The Great Recession: 2008-2011 San Carlos Property Values Decline by 16%

The capsizing of Wall Street and the mortgage meltdown of 2008 led the United States into the Great Recession. San Carlos property values were not immune from the issues facing the country. San Carlos property values lost approximately 16% of their value between 2008-2010. Not a terrible tradeoff considering the previous 10 years' gains of 60%, but nonetheless San Carlos took a hit.

There is an old saying for those investing in Peninsula real estate: "San Mateo County is the

last one into a recession and the first one to bounce out of it." That sentiment held true once again and San Carlos rebounded in 2011. By 2011, Silicon Valley had weathered the recession and was starting to put some heavy hitters in play. Companies releasing IPOs around this time included Tesla, Facebook, LinkedIn and Palo Alto Networks. All of these companies were large suppliers of buyers looking in San Carlos and they remain here today, 15 years later.



PERIOD

4

The Golden Age of San Carlos Real Estate 2012-2025

Absent a brief hiccup in the market in 2023, from 2012-2025 San Carlos experienced 14 consecutive years of year-after-year gains in the market. Within this 14-year stretch, San Carlos property values went up 152%

A sizeable portion of this massive increase took place in the wake of COVID-19. The gains and factors that surrounded the COVID-19 bump in San Carlos property values will go down as a once-in-a-lifetime market for San Carlos. It was the perfect confluence of rock-bottom interest rates, extremely low inventory and a buyer demand for single-family residences during the pandemic that will likely never be replicated. All three of these occurring at the exact same moment in time was unlike anything San Carlos had experienced before.

Year 31 and Beyond

Whether this historic climb in property values will continue is unknown, but I believe there are clues. Look carefully at the number of homes sold each year from 2022-2025 (928). The number of homes sold over this 4-year period is a record low for the MLS. Even the 4-year period spanning the entire length of the Great Recession saw more homes sold in San Carlos (1,073). Extremely low inventory has been the one steady pillar to hold up our market and I believe it will continue to do so.

The bottom line is that many current San Carlos homeowners are not anxious to sell anytime soon. One of the primary reasons: capital gains. In a sense, San Carlos has been a victim of its own success. The historic surge in property values has pushed most homes beyond their gain exemptions and into long term capital gains treatment for their prospective sales. In some cases, the taxes are massive. Some that would normally sell and move out of San Carlos, are instead electing to stay to avoid paying the taxes, and passing the complete gain on through an inheritance.

The bottom line is that many current San Carlos homeowners are not anxious to sell anytime soon.





To further illustrate this point, let's revisit our couple that will pay off their 30-year mortgage in January of 2026.

Acquisition Price in 1996	\$385,000
Improvements/Remodeling	\$500,000
Married Exemption	\$500,000
Total Basis	\$1,385,000

Sales Price in 2026	\$2,800,000
Total Basis	\$1,385,000

Total Amount Subject to Capital Gains: \$1,415,000

■ **Capital Gains Due on the Sale is equal to \$1,415,000 x .33% = \$466,950**

This example illustrates the point of why so many San Carlos would-be home sellers are reconsidering the sale of their home. Expect this topic and analysis to be front and center as we make our way into the next five years of home sales. The net result will be fewer and fewer San Carlos homes coming on the market, resulting in continued pressure on escalating values.

How San Carlos are You? TAKE THE QUIZ

Answers on
next page,
don't peek!

1. All of the following are neighborhoods in San Carlos, except:
A. Howard Park **C.** White Oaks
B. Alder Manor **D.** Elm Estates
2. The City of San Carlos currently carries a City Council of how many members?
A. 5 **B.** 7 **C.** 4 **D.** 6
3. Which two-year period represents the lowest number of single-family residences sold in San Carlos in MLS history?
A. 2009-2010 **B.** 2024-2025
C. 2020-2021 **D.** 1997-1998
4. All were former restaurants in downtown San Carlos, except?
A. Morty's **C.** Cutter's Counter
B. Absolute **D.** The Cantina
5. San Carlos used to have 5 lower elementary schools: Brittan Acres, White Oaks, Arundel, Heather and this one, which no longer exists:
A. Laureola **C.** Bingham
B. Drake **D.** Burton
6. How many homes in San Carlos sold at \$4,000,000 or more in 2025?
A. 15 **B.** 22 **C.** 9 **D.** 6
7. Due to his success and genius in the early years of marketing San Carlos, this man is also known as "The Father of San Carlos":
A. Pop Burton **C.** Fred Drake
B. Timothy Guy Phelps **D.** Brad Dauer
8. Which former San Carlos theatre would attract A-list performers and bands from across the globe?
A. Laurel Street Theatre **C.** The Drake
B. Circle Star Theatre **D.** The Hacienda
9. In the fall of 1979, this annual San Carlos event debuted for the first time, founded by then Mayor Pat Bennie. It would go on to become a local favorite each and every year:
A. Hometown Days **C.** Soccerama
B. San Carlos Art & Wine **D.** The Rotary 5k/10K
10. San Carlos used to have all of the following, except:
A. Bowling Alley **C.** All-Boys Military School
B. Community Pool **D.** Polo Field

How San Carlos are You? ANSWERS

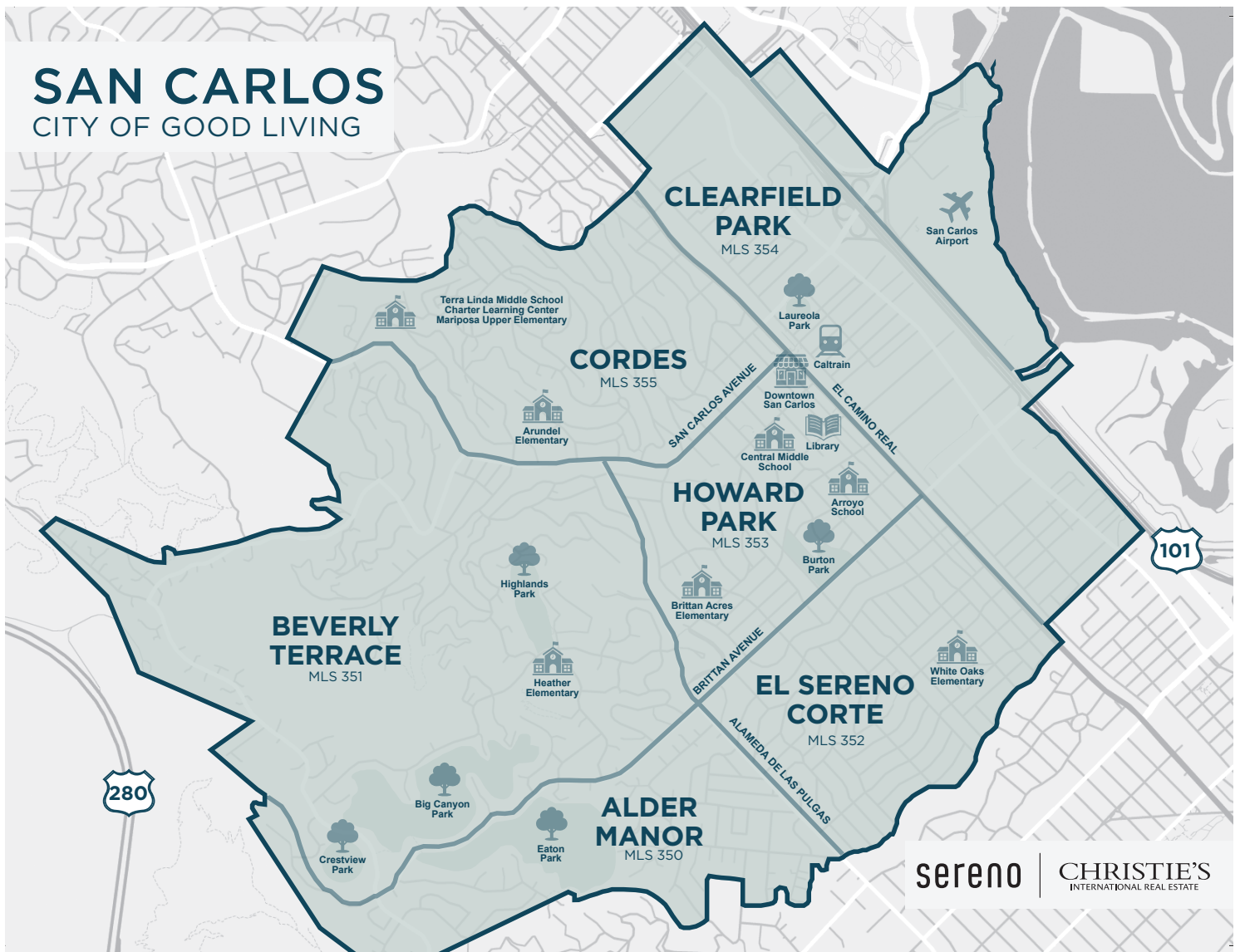


1. **D:** While it is the only continuous street to stretch north to south in San Carlos, Elm Estates is not one of the six recognized neighborhoods in San Carlos.
2. **A:** The City Council carries 5 members. Included in this number are the Mayor and Vice Mayor.
3. **B:** Not even the Great Recession saw inventory as low as we have seen in the 2024-2025 time period.
4. **C:** Cutter's Counter never existed. Morty's was where Noelani's currently sits, Absolute was on Laurel and Greenwood and Cantina on the 1000 block of Laurel.
5. **A:** Laureola School served east side San Carlos, until being replaced with a housing tract next to Laurola Park.
6. **A:** 15 homes hit \$4,000,000 and higher in 2025. This is up from 8 homes hitting that plateau in 2024.
7. **C:** Fred Drake was the one who finally got lots in San Carlos to sell, after many others had failed before him.
8. **B:** The Circle Star Theatre in east San Carlos was a destination for performers and music groups from around the world.
9. **A:** Give yourself a bonus point if you got this one correct. Many likely answered Art and Wine, after seeing that it was a fall event. However, San Carlos Hometown Days originally started as a Western-themed event in the fall, and quickly moved to its traditional third weekend in May, just a short time after.
10. **B:** While it has been on the public interest docket for many, many years, San Carlos has never had a community pool.

Number of Correct Answers:

..... Designation

- | | |
|------------------------------|--------------------------|
| 10 The Mayor | 5 070 Resident |
| 9 City Council-bound | 4 Volunteer More |
| 8 A True San Carlan | 3 Improvement Needed |
| 7 Laurel Street Aficionado | 2 Addicted to Screens |
| 6 San Carlos Scholar | 1 Orchid Room Observer |



THE SAN CARLOS REAL ESTATE WORLD

Works Off of Six Carefully Defined Areas:

Area 350 Alder Manor: Brittan Avenue, south and west of Alameda, to Redwood City

Area 351 Beverly Terrace: Brittan Avenue, north, west Alameda and San Carlos Avenue

Area 352 El Sereno Corte: South of Brittan Avenue to Eaton Avenue, East of Alameda

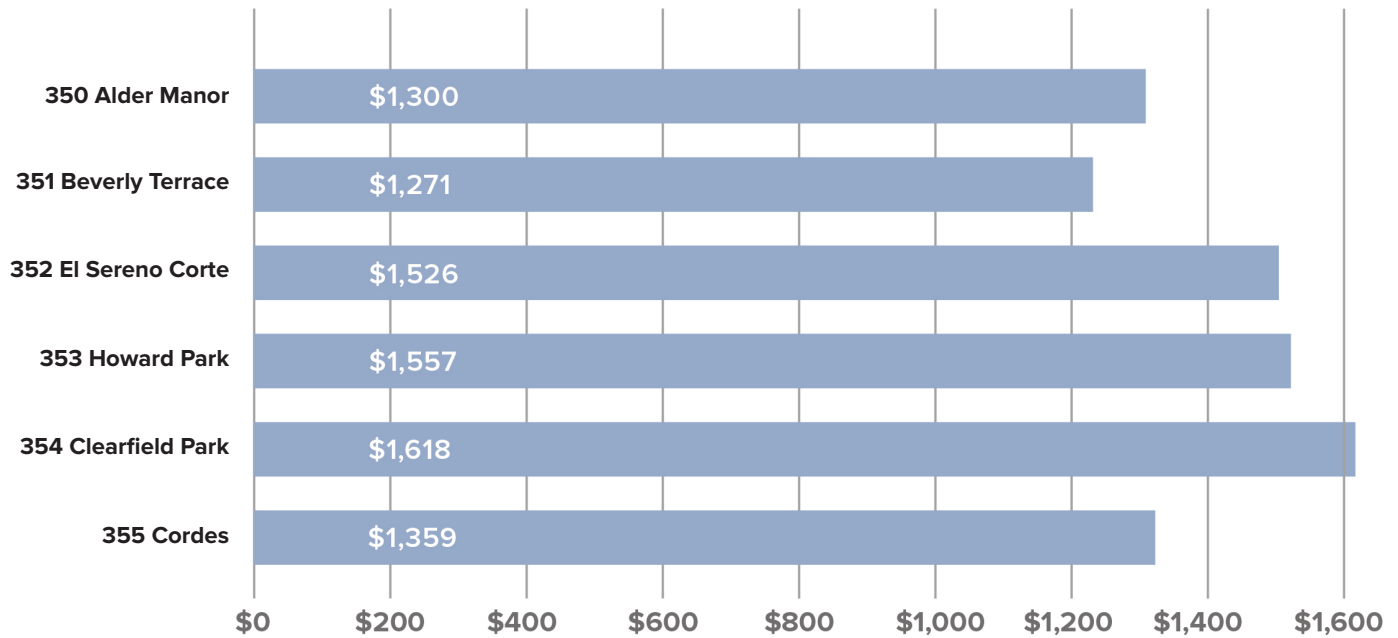
Area 353 Howard Park: North of Brittan Avenue to San Carlos Avenue, East of Alameda

Area 354 Clearfield Park: East San Carlos

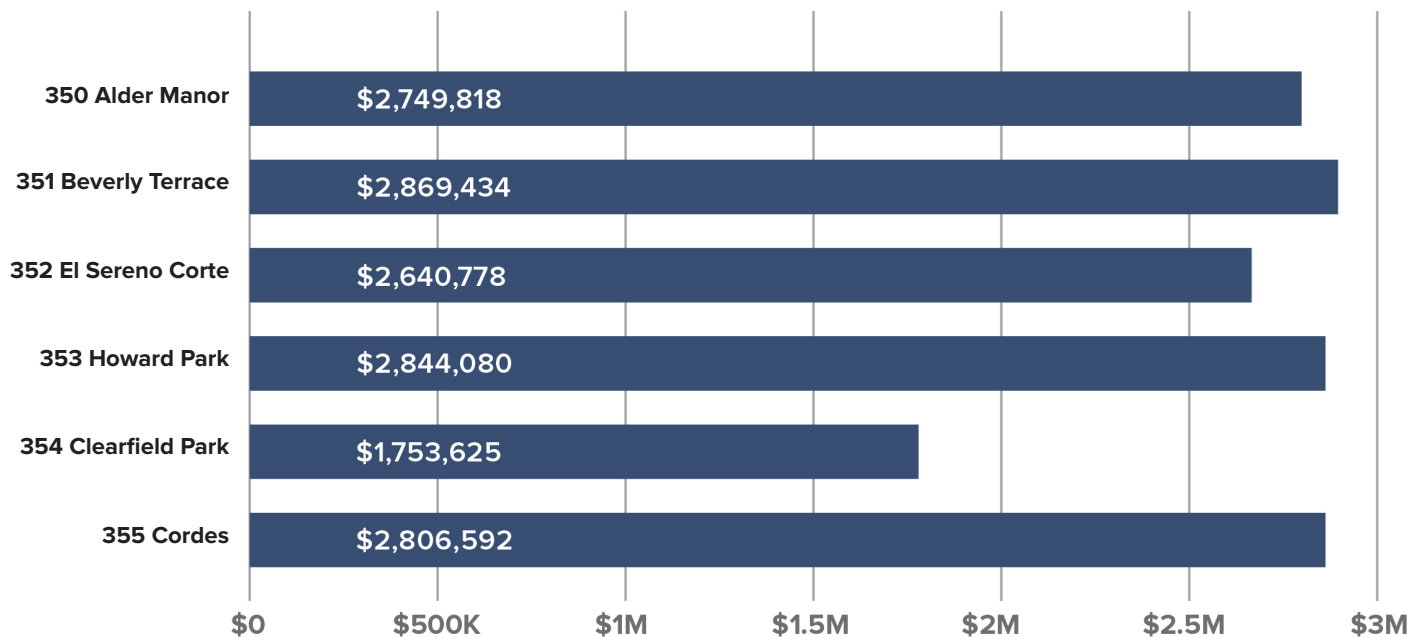
Area 355 Cordes: North of San Carlos Avenue to Belmont

***Pro Tip:** A common mistake of buyers and sellers is to associate homes in all of Area 352 or homes assigned to White Oaks School as homes in White Oaks. This is incorrect. Only homes assigned to the White Oaks Subdivisions are White Oaks homes. While not an exact tool, generally homes south of Belmont Avenue to Eaton Avenue are in the White Oaks Subdivision. Homes north of Belmont Avenue to Brittan belong to the Oak Park Subdivision.

2025 Price Per Square Foot



2025 Average Sales Price



MLS statistics deemed to be reliable but not guaranteed

AI & The Future of San Carlos Real Estate

You've likely heard that AI is coming for you, your job, your friends and your family. There is nowhere to hide, and it will be here before we know it. It sounds incredibly ominous. I think most of us can agree that AI is upon us, but exactly what its impact may be in our daily lives and in business is still largely unknown.

Just how AI will impact the real estate process in San Carlos is also an unknown, but as someone who has surveyed just about every AI tool currently available for real estate, here are my thoughts on where it is and where it is headed in the San Carlos real estate process.

THE PROCESS OF BUYING AND SELLING RESIDENTIAL REAL ESTATE HAS STOOD THE TEST OF TIME

Starting at the top, residential real estate is and always will be personal. Selling your home or looking for a new home for you and your family is certainly guided by wise financial decisions, but there is also a large component that is tied to your likes, emotions and well-being of your family. In other words, it is a highly personal decision that is also the single largest purchase that most buyers ever make. Given the marriage of those two concepts, the home buying and selling process is naturally exciting, yet stressful. The introduction of AI into this process seems naturally out of place and counterintuitive to something so personal.

The Real Estate sales process is also incredibly unique in that it went largely unaffected by the invention of the internet and other technological



advances. For the billions of dollars that have been pumped into the companies obsessed with revolutionizing the home buying process since 2000, they have yet to make a dent in a process that has held the test of time. It is virtually the only major industry not to change its core process in a connected and modern world.

Purchasing a home for your family is personal. It is what all investors in real estate companies who are devoted to disruption in the real estate industry have never understood. On the surface, it seems like an industry that is ripe to have its process discarded and synthesized into something more efficient and more cohesive with modern advancements. Further, it is not like real estate agents are gatekeepers of confidential and top-secret information anymore. All sales information for comparables performance, and valuations can be found online in a hundred different places. Yet, each year in San Carlos, 99% of the buying and selling market decide to

work with a traditional agent from a well-known brokerage and a very similar process that has been in place for the last 80 years. Why?

IT IS A PROCESS THAT WORKS

There are a variety of reasons, but perhaps none more prominent than: It works, and it works well. That is the easiest way to put it. When is the last time you heard of a San Carlos seller who was upset at their investment in San Carlos real estate and the process they used to achieve that goal? It is rare to have a San Carlos seller say that their purchase and subsequent sale was not one of the best, if not the best, investment they ever made. Now, you can naturally argue that the process can be made cheaper and more efficient, and I understand that argument. However, here's what you do not see behind the scenes and why I believe the process will remain largely similar in its current form and function with top tier agents continuing to guide the process and structure.

When you read the following, please understand that it is being said in a light-hearted manner and that I would be the first one to find deficiencies with myself in certain situations. All of that being said, and as you may have noticed, the general public has turned a bit irrational and is growing more and more difficult with each passing day. If you think this sentiment is overblown, just flip on the national news or swipe through your favorite social media platform.

Add to that notion the growing gaps in communication between generations. Baby Boomers, Gen X, Millennials and Gen Z are all very different. They communicate differently. They use technology differently. They interact differently. I have clients in the Baby Boomer and Gen X generations who prefer face-to-

face meetings or phone calls for every update, and I have others in the Millennial and Gen Z generations that have never really spoken to me other than through a text or email. Add in a third layer of complexity in the Bay Area with so many cultures that approach strategy and negotiation differently. Wrap all three of those up and you have a highly sensitive and layered set of facts and behaviors that will likely end up causing considerable issues in the home buying and selling process. To be clear, it is not that any of these groups are difficult, but it could be interpreted as such because of these massive gaps that exist between the different groups involved. To think that these very noticeable voids in understanding intent are going to be



bridged by AI or a call center is simply unrealistic, and frankly dangerous to the marketplace and home values in general.

I will tell you that over the last few years, at least 75% of my clients would say that they thought the folks on the other side of the transaction from us were odd and/or difficult. Keep in mind that this is after I shielded them from 90% of the nonsense that the other side was actually putting out there. I can only imagine these two sides going at each other while being guided by AI. Really good agents do two things well: (1) they maximize the position of their clients with pricing and negotiation; and (2) they understand how their clients fit into the much larger picture. They know if their clients will be perceived as difficult. They also know if they are vulnerable and when they may be outmatched for a particular situation. This is precisely when good agents step in and get ready for a battle so that their clients never know what takes place behind the scenes. They achieve the objective and minimize the stress on their clients. It is precisely for these reasons, that AI will not replace the top tier agents.

All of this is not to say that AI does not have a place in the traditional real estate process. I believe it does. There are several ground-breaking AI companies right now involved in different aspects of the real estate transaction. For instance, there are AI features which can take a 400-page disclosure package and instantly scan it and give you a priority list of items to be fixed on a prospective property and what those items may cost to fix in San Carlos. While this is mesmerizing to see, I have found these recommendations to be less than 50% accurate. Everything from the most worrisome items in a home inspection to the cost to fix items are categorically false in at least half of these reports. I can see these inaccuracies being worked out



over time to a finished product that is much more reliable. However, that is a process that will be ongoing for some time. As a good friend of mine who is very involved in AI told me recently, we are in the Comp USA and AOL days of AI. We are merely in its infancy.

AI will have a place in real estate. However, the core process itself is likely to remain unchanged.

My Twenty-Year Journey in San Carlos Real Estate

In March of 2005, I had a very difficult conversation with myself. I was five years into my career as an attorney. Out of law school, I was fortunate enough to be hired by one of the world's most prestigious law firms, Wilson Sonsini Goodrich & Rosati, in Palo Alto. A few years later, with a few other associates from that firm, we broke off and formed our own firm which was instantly successful. I had taken a shortcut to the path to partnership. Business was booming and from the outside looking in, it would be tough to imagine a career path going any better. The only problem: I was absolutely miserable practicing law.

For anyone who has experienced the rigors of law school, the terror and angst of sitting through one of the toughest bar exams in the country and the exhaustion of high stakes law firm interviews, they will tell you it is a unique experience that is only truly appreciated by those that went through it themselves. I was one of the lucky few to make it to the other side, yet in April of 2005, I walked away from all of it and into San Carlos real estate sales.

Complicating matters at the time was that my wife had greatly reduced her work hours, we had a three-year



old daughter at home and our second daughter was due in October of that same year. San Carlos real estate offered no clear path forward, no benefits and no sign of a first paycheck. It was the ultimate gamble.

On my first day in San Carlos real estate, I sat in the lobby of the old ReMax office on the corner of San Carlos Avenue and Walnut Street. As I was sitting in the lobby, awaiting to meet with the manager, I watched an agent walk across the lobby dressed in a cheap suit, sneakers and screaming obnoxiously into his new flip phone. It was every typical stereotype of a realtor wrapped into one. In a moment of panic, I thought about running for the exit and back to my law firm and pretending that this decision never took place. However, before I had time to make a run for it, the manager greeted me and showed me to my office. The journey had begun.

Back in 2005, San Carlos real estate was dominated by three very seasoned agents who controlled the majority of the market. The thought of trying to break into that group was the furthest thing from my mind. At the time, I was simply trying to sell one San Carlos





home to gain some experience and make sure my family had food on the table. While I did survive my first day in the office, I distinctly remember leaving that evening feeling as though I had still made a terrible mistake. Had I been told that exactly twenty years later I would be the #1 Agent for San Carlos for the time period of 2006-2025, in every meaningful category, including: Total Sales Volume, Most Listings Sold and Most Buyer transactions, I would have told the messenger to double check their notes and to please refrain from ingesting whatever substance they may be on. It would have been an inconceivable notion for me at the time. After selling 455 homes since that day in San Carlos, I can say that gamble was one of the best decisions I ever made. Here is how I made it work:

I started with the belief that the real estate sales industry in San Carlos was both traditional and archaic in so many regards. The top tier of agents were doing nothing that was revolutionary. Real estate sales is a bit of a unicorn in that the evolution of the internet and modern technology has had very little effect on the nuts and bolts of the real estate sales process with traditional brokerages. In other words, your prospective sale in San Carlos today, would look strikingly similar to a home sale in 1998.

To me, that was an opportunity. Top agents would send out mailers, buy space in local papers and hand out marketing materials at open houses. I went a different route. I knew right away that I needed to think unconventionally and take calculated risks. I tapped four unlikely and key sources that I believe paved the way for my current standing in San Carlos:

THE SAN CARLOS BLOG

Growing up in San Carlos and moving back with my family in 2002, I knew San Carlos really well. As you may have noticed, San Carlos loves to talk. A lot. There really was no outlet for that in the community. Social media did not yet exist. In 2007, I developed and launched the San Carlos Blog site. The first of its kind for San Carlos, it was an immediate hit. I would post twice a week with one community article and one San Carlos real estate article. The site gained instant traction and became the go-to site for San Carlos real estate and community issues, and remains so today, 18 years later.

PARTNERSHIP WITH THE SAN CARLOS SCHOOL DISTRICT

I understood very quickly the connection between the strength and importance of San Carlos schools and the value potential San Carlos buyers placed on those schools. Buying an ad in the school distributions was not enough. I thought outside the box and



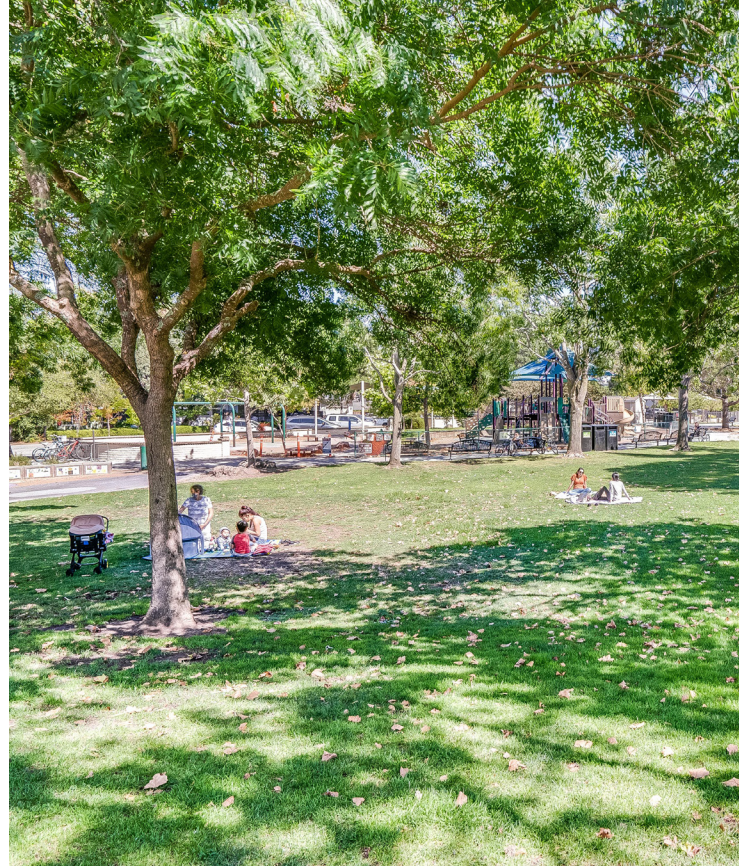
approached the San Carlos Education Foundation with a proposal: in exchange for being their sole real estate sponsor, I would donate the sale of one home per year for free to the highest bidder at the SCEF auction. This proposal turned out to be a huge success and it would be continued for the next 10 years.

SAN CARLOS TREASURE HUNTERS

In 2006, I founded and solely funded San Carlos Treasure Hunters. I wanted an event that I could take ownership of and direct myself within San Carlos. SCTH was a yearly event where San Carlos youth, ages 10-14 would compete in teams of 3 to find a hidden treasure in San Carlos through a hunt based on San Carlos history markers and a fictional story that each year covered a different period of San Carlos history. Teams learned San Carlos history, how to work under pressure and true teamwork. Since 2006, SCTH has served over 2000 San Carlos youth and 1500 San Carlos families. It is by far, what I am most proud of during my 20-year San Carlos career. I also owe a debt of gratitude to my long-time partner in this endeavor, Dr. Gary Lau of San Carlos Orthodontics.

DWELL REALTORS

I rolled the dice one more time in late 2014, when myself and my co-founders decided to leave our current brokerages and start a brokerage from



scratch on January 1, 2015. The belief was simple: get the best, high-performing agents who were also wonderful people and put them under a single umbrella. We believed the synergy and excitement of that combination would be enough to catapult us past the well-established brokerages in town. In our first full year, we became the #1 brokerage for San Carlos properties. A title we never gave up. By 2018, we became the #1 brokerage for San Carlos and Redwood City sales. Finally, in 2021, we lived out our own Silicon Valley start-up story when we accepted an offer to be purchased by Sereno, which later became Christie's International Real Estate Sereno, which is the office you recognize today in downtown San Carlos.

The journey in San Carlos real estate has been one that I would not trade for anything. I have had the good fortune to meet so many wonderful families in town and so many of those transactions turned into meaningful friendships.

The journey has also taught me two primary lessons that I have now passed on to my daughters: **1. Never be afraid to switch things up and do what you love; and 2. Remember that your best bet is always on yourself.**





#1 San Carlos Realtor for most
San Carlos transactions 2006-2026



#1 San Carlos Realtor for total sales
San Carlos volume 2006-2026



#1 San Carlos Realtor for most
San Carlos listings sold 2006-2026



#1 San Carlos Realtor for most
San Carlos buyer transactions
2006-2026



BOB BREDEL

#1 SAN CARLOS REALTOR 2006-2026

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